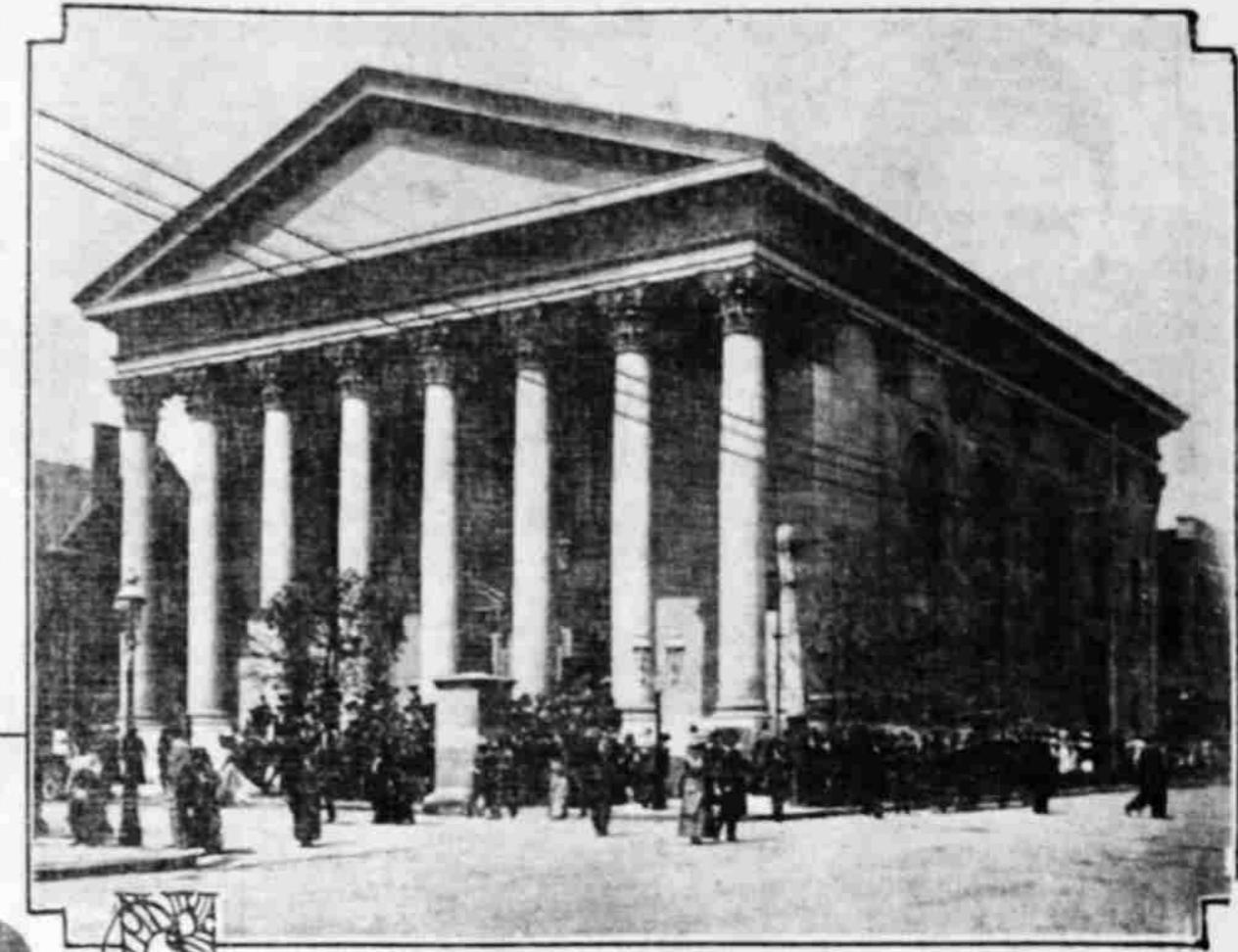




# Getting Everybody To Church



**A. Lyman Donlin Demonstrates Power of Organization by Sending 60,000 People in Illinois City of 70,000 Population to Sunday Services.**

A campaign growing out of the Men and Religion Forward Movement of a few years ago is on in nearly every city of the United States to get men to go to church. In some of the cities advertising is printed in the newspapers urging the attendance at church and the money so invested has resulted in increased attendance, so church men have said.

Considerable rivalry among the cities to make a big showing has grown out of the campaigns. Kansas City firm claimed a record attendance, when it was estimated that 80 per cent of the population of that city went to church on one Sunday. Next an Illinois city, East St. Louis, came to bat in a church attendance campaign and according to figures given out by the church committee chosen to compile the data, East St. Louis broke the Kansas City record by getting slightly more than 82 per cent of the population to church.

"How did you do it?" was the question asked by hundreds of other cities throughout the country. East St. Louis is primarily a factory city. Such cities usually do not have a high reputation for church attendance. But this Illinois city of 72,000 population sent more than 48,000 people to church in one day. The big day was March 1 when a high wind was racing.

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Organization is what won the big attendance on church day, according to A. Lyman Donlin, who managed the campaign. Donlin is by occupation a civic and business organization builder. His organization and boosters membership in such bodies and when the churches wanted to get everybody to church they called on him. In fact they demanded his services in payment of a debt he owed the churches from the spring before when he asked them for their support in launching a Commercial Club membership.

The clergymen of all denominations preached their sermons at that time, showing what the individual owes the city. They asked church members to join the organization and work for the betterment of the city. Donlin promised to help the churches when they needed aid.

They said they needed him to work up a church attendance day. The city has recently churches of all denominations. There are several strong Catholic churches and strong Protestant churches. Donlin agreed to handle the campaign in case the campaign was made non-sectarian. In inviting people to church no church was to be specified.

Then he planned his campaign. The Daily Journal and the Evening News were asked about advertising rates. They offered their space free for four days prior to the day. They offered to print display advertising and to run news stories and editorials urging church attendance. The Gazette Publishing Company offered to print the hand bills and street car signs free of charge.

**CAMPAGN CONDUCTED WITHOUT COST OF COST.**

In fact the entire campaign was conducted without cost. Members of the Commercial Club, Industrial League, Retail Merchants' Association, Woman's Civic Federation,

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**UPPER left—A. Lyman Donlin. Upper center—Chief of Police Ransom Payne handing patrol schedule to sergeant, so as to arrange for policemen to get off duty some time during the day in order to go to church. With Payne are Police and Fire Commissioners A. I. Cummings and Prosper Soucy. Below—Fire Chief Tobin asking his men to go to church.**

Will you be at church tomorrow? She went to a 5 and 10-cent store to get some thread. As she was leaving the clerk asked if she were going to church. She went to a grocery store and ordered her eatables for the next day. When she had finished her purchases the grocer said: "Nothing else? Well, you will go to church tomorrow."

These men who extended the invitations were not all churchgoers themselves. There were many who never went to church themselves, but when the Retail Merchants' Association president and the presidents of the Commercial Club and Industrial League showed where East St. Louis would gain commercially through getting up a reputation as a church-going city, they readily responded. Many of the invitations had the jingle of money back of them. The majority, however, were in earnest. The people as a general thing believe in church. They are only once in a while that they show their belief by actual practice, it would seem.

Donlin believes that was one of the most telling shots of all. Parents like to have their children go to church. In fact, they insist on it, even though they do not attend services themselves. When the children come home from school Friday night and say, "Teacher said for the grown folks to go to church," the grown folks had to do it in order to set an example for their children.

Next Donlin enlisted the Boy Scouts. Early Saturday morning they tramped over the city carrying printed notices inviting people to go to church.

The retail merchants entered the spirit of the thing. They invited their patrons to attend services. When a woman would come to a store to make a purchase the grocer would ask her if she would be in church the next day or he would say, "Will you be at church tomorrow?" You know, it is to go to church day for East St. Louis.

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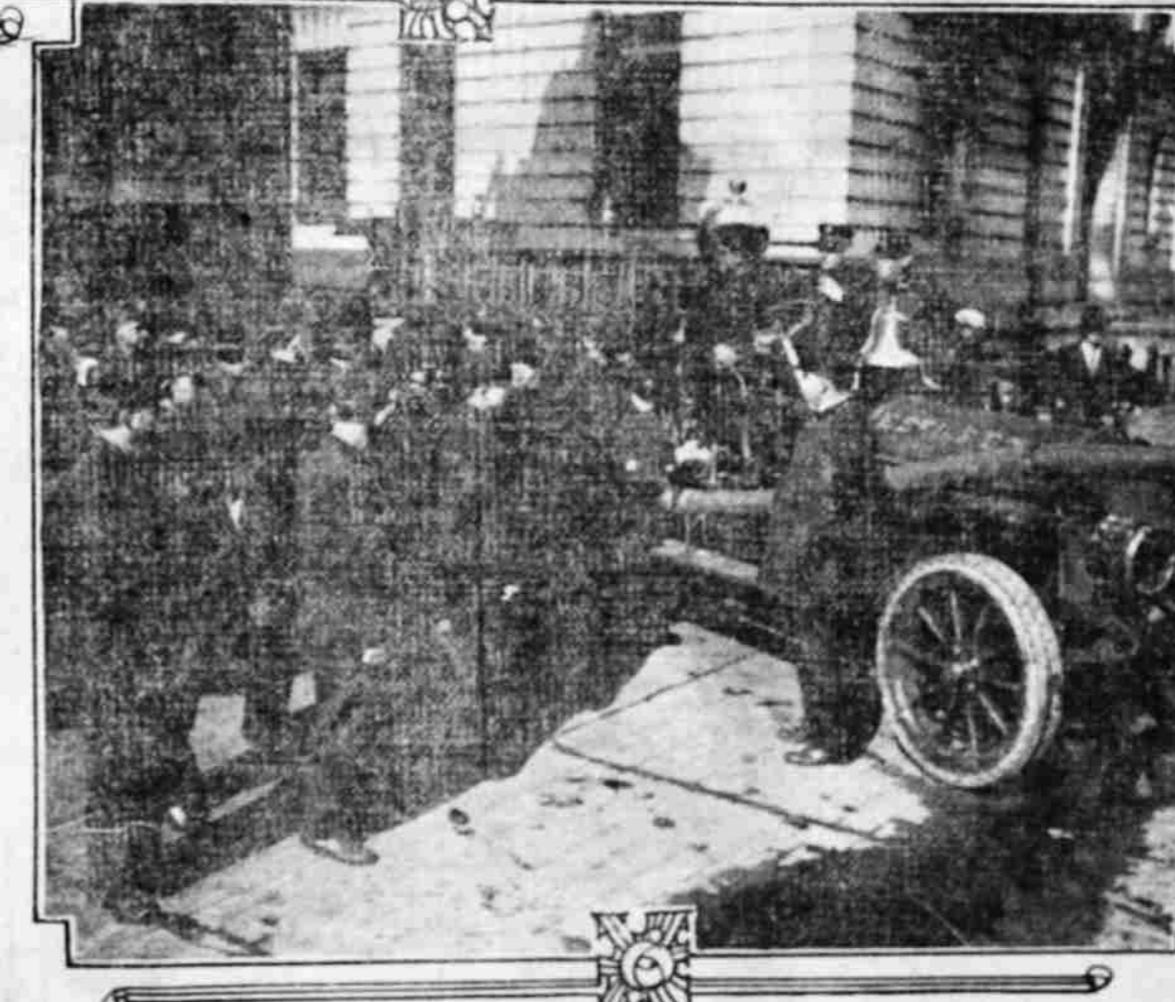
The delivery boys also extended church invitations. "Will you be at church tomorrow?" was the question in most homes in East St. Louis, February 28, that had ever been heard before. Women going to town to shop Saturday heard the pick on every hand.

**"NOTHING ELSE? THEN GO TO CHURCH!"**

One woman who said she had not been inside of a church for three years because her husband wouldn't go, went shopping Saturday afternoon. She went to one of the dry goods stores and after finishing her purchases was escorted to the door by a store walker, who said: "It's a pleasant afternoon.

"This is go-to-church Sunday," replied Mrs. Factory Worker.

Mr. Factory Worker suddenly remembered his boss had told him to go to church. He became more wide awake. He shivered out from under the covers and built the fire.



Several hours later he was shaved and washed. Mrs. Factory Worker was all dolled up in her best and the little Factory Workers had faces shining like the bright side of their pennies.

Mr. Factory Employer was the next man to awaken. He also wanted to sleep, but suddenly he remembered:

"I have to go to church," he said to himself. "I invited all the men to go and if I stay away they'll call me a piker." Not only did the employer go, but he also took his family.

The women were important factors in the go-to-church campaign. Donlin mapped out the city to them and directed different societies to extend invitations by telephone to every body in the city who had a telephone.

Saturday night began with a strong wind blowing from the Northwest. By Sunday morning the temperature had dropped many degrees. It looked bad for the church people's day, but the possibilities had not counted on the organization. When Mr. Factory Worker awoke Sunday morning he turned over to sleep again. Just then Mrs. Factory Worker spoke to him and asked if he was not going to fix the fire so they could have an early breakfast?

"But this is Sunday," protested Mr. Factory Worker. "This is my day of rest."

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"Take things as they come—travel fast when they're coming fast, and don't let your business bunch up on you."

And by following this advice himself Thomas J. Mulcahy, the Dewey square newsboy of Boston, is now a full-fledged lawyer. He was admitted to the Massachusetts bar a few days ago.

Added to this you must have ambition.

"If you haven't got the punch, you can't stay with your work long. I know that," the newsboy lawyer went on to say, "because I made a poor start then the average kill."

"My father died when I was 5 years old, and that left mother to look out for my brother, Dan, who was nothing but a baby, and myself. When I was 12 years old I started out selling newspapers. In those days the boys were not as ambitious as they are now, and if a fellow made 10 or 15 cents, he thought he'd done a good day's work—and I thought the same as the rest of them."

"I read about it nine times in the Journal and Sun. Twice nine is eighteen. I saw it eighteen times on the street car signs. Twice eighteen is thirty-six. I'm going to church. Come on, wife and the kids. We are going to church."

The street car company carried the signs gratis and also arranged schedules so all the men in the employ could attend services. The street cars ran on Sunday the same as other days, but the men were

given a chance to go to church either in the morning or evening.

**SIX THOUSAND GO TO ONE CHURCH.**

In spite of the cold the majority of the churches were overcrowded. There are seventy-five churches in

the city. Many of these are very small and will seat less than 300 persons. Of course there are some big churches there with large auditoriums. One of these big churches held 6,000 people. The second highest church held 4,000 persons. The

third highest church held 3,000 persons.

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